R. J. REYNOLDS
Tobacco Company

M. P. WASHO
Chain Accounts Manager

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ELECTRONIC MAIL

July 20, 1995

To: All Sales Reps with CVS CID # 0303-00-00

Subject: **Winston Select Promotion**

Dear Sales Reps,

As information, beginning August 4 all CVS locations will be running a 30¢ off price reduction on the following styles:

Winston Select King
Winston Select Box
Winston Select Light King
Winston Select Light Box

An automatic distribution of 4 cartons will be shipped to each location. Product will be displayed on the back bar in the cigarette promotion display area. No action is required on your part as supporting POS coupons/VPR's will be shipped to each location from their warehouse the week of August 4 and placed by store personnel.

Recording of the promotion will be handled by the Hartford ROU and you should treat this as information only. Please provide any assistance to store personnel that may be required to ensure the success of this promotion. Any assistance should be provided only during normal coverage.

Thank you in advance for your follow through.

Sincerely,

Mike
M. P. Washo

pnp/M-2
WSpromo.doc

DM	T&D	REP
1224		
1225	✓	03, 11, 14
1226	✓	2, 3, 4, 5, 6, 9, 10, 11, 14, 16, 21, 22, 23, 24, 25, 26
1229		13
1230	✓	1, 2, 3, 6, 7, 8, 9, 10, 11, 12, 13, 15
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

51853 3181

Source: https://www.industrydocuments.ucsf.edu/docs/hyln0000